DFG Climate Menu/Outreach Work Group Work Group Objectives/Tasks March 3, 2012

Purpose: Create an outreach document/messaging campaign centered around California grown/harvested food items that may be impacted by climate change while highlighting the importance of nature based climate adaptation and the role our agencies/organizations play in safeguarding these resources.

Objectives:

- 1. Develop an outreach document that will effectively communicate climate change issues/impacts to a broad audience. Messaging campaign
- 2. Create a message that promotes nature based climate adaptation actions.
- **3.** Create a document that highlights our individual agencies/organizations activities as well as our collaborative actions.

Tasks:

- Discuss different menu options that will be compelling to our audience.
- Who is our audience?
- Focus on shared objectives & collaborative actions
- Identify additional partners (other state/federal agencies, NGOs, etc)
- Identify means of distribution
- Brainstorm layout concepts
- Develop individual menu items and how they might be impacted by climate change.
- Tie in the state wide-economic component